

EXHIBIT 7

Message

typo: "product direction"

On Wed, Feb 1, 2017 at 8:04 AM, [REDACTED] wrote:

On Wed, Feb 1, 2017 at 7:41 AM, [REDACTED] wrote:
[REDACTED] this is a priority for [REDACTED] and me.

On Feb 1, 2017 6:37 AM, [REDACTED] wrote:
[REDACTED] could you please schedule?

On Feb 1, 2017, at 6:22 AM, [REDACTED] wrote:

Yes, The sooner the better.

On Tue, Jan 31, 2017 at 11:56 PM [REDACTED] wrote:
Yes - should we grab time to review live?

On Tue, Jan 31, 2017 at 8:53 PM, [REDACTED] wrote:
The last data I saw was summer 2016. Is there an updated analysis that could be shared?

On Jan 31, 2017 11:12 PM, [REDACTED] wrote:
Hi all,

For both confidentiality and discoverability purposes, let's please not get into margin details on non-privileged email. I've had the joy of being deposed on just such emails in the past, and it's not fun :-/ For the record, I don't agree with the characterizations of business profitability discussed in the thread below.

[REDACTED] - agree with you that we need a short- and long-term approach. Also think that for the broader pricing discussion, we need to understand the financial impact of any pricing changes, and what that means vis-a-vis the (fully loaded) profitability of the business. With that knowledge in hand, the decision can still be made to make a pricing change for a plethora of reasons. However, it should be an input to the decision-making process.

What's the best way to discuss? Should we review at Friday's meeting or in advance?

Thanks

On Tue, Jan 31, 2017 at 7:37 PM, [REDACTED] wrote:
Forwarded the AppNexus slides separately.

[REDACTED]

On Tue, Jan 31, 2017 at 10:36 PM, [REDACTED] wrote:
Thanks.

[REDACTED]

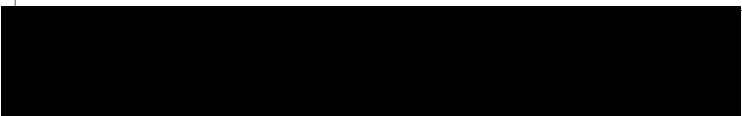
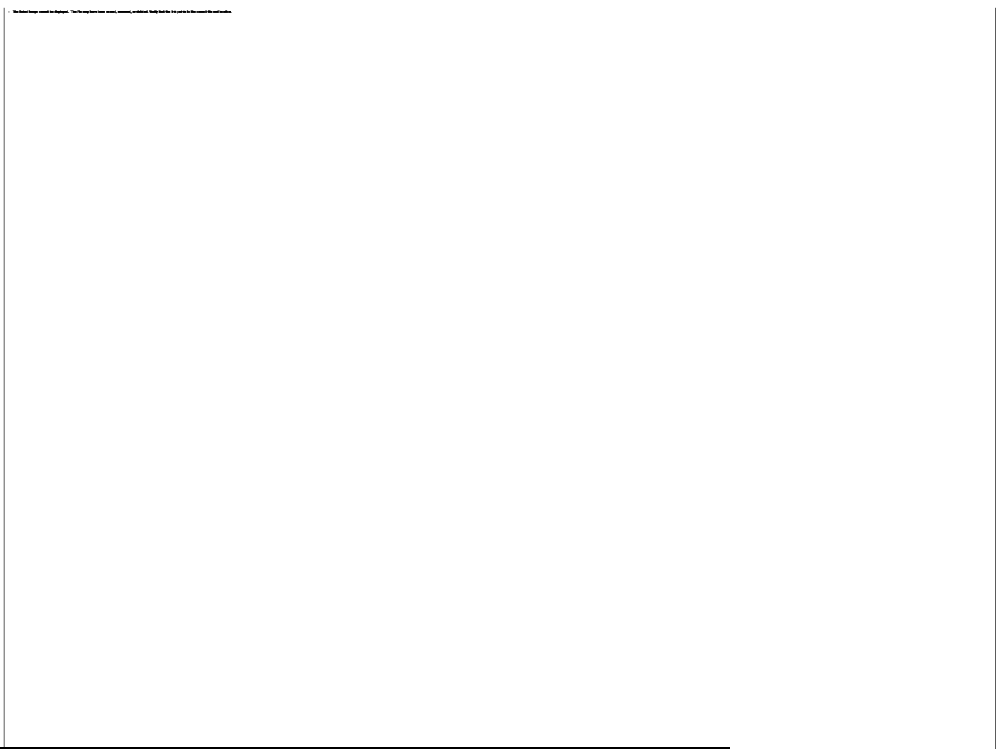
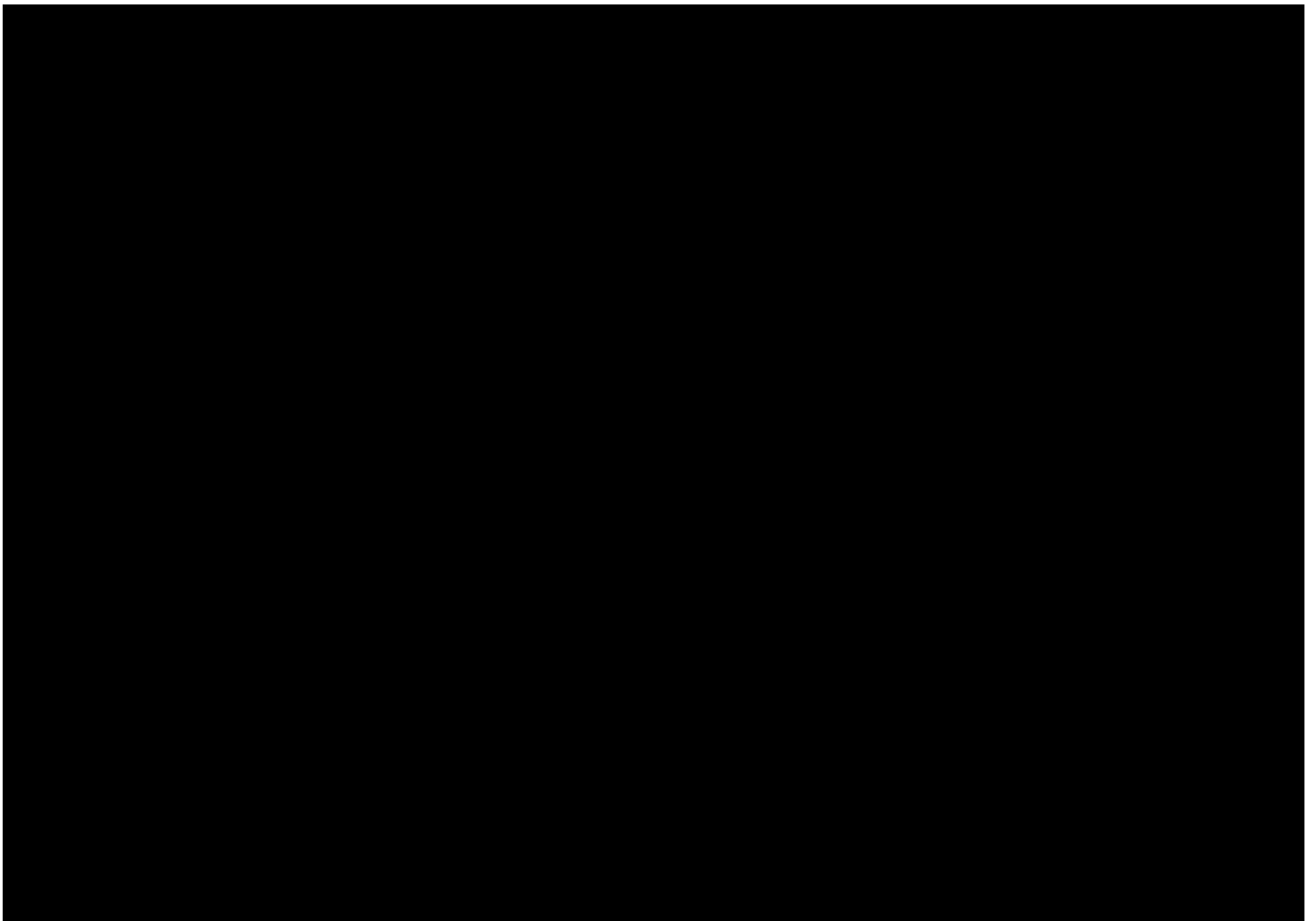
[REDACTED]

On Tue, Jan 31, 2017 at 10:20 PM, [REDACTED] wrote:
We will discuss in our sync tomorrow, but quickly:

[REDACTED]

Can you pls re-send the slide - it didn't come through.

On Tue, Jan 31, 2017 at 10:10 PM, [REDACTED] wrote:



On Tue, Jan 31, 2017 at 8:23 PM,

wrote:

[REDACTED]

[REDACTED]

